

coming to  
aware of  
study

one-on-ones

considering  
- Marlboro Menthol - relaunching it  
psychological problems

white menthol smokers under 35  
10 mg. cigarette

[perception of Marlboro  
as a brand]

identity problem -  
can you overcome them?

qualitative study first  
quantitative study after

see if Marlboro likes menthol  
has packaging a just test  
free flavor

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